REMARKS

Withdrawal of the standing rejection to all of the currently pending claims in view of the supportive discussion/rebuttal arguments provided herein is respectfully requested.

The invention claimed remains as that previously set forth. The current changes made to claims 27 and 33 are strictly to remove minor informalities therein. The corrective changes made therein are to conform the revised expressions to similar such expressions provided in other ones of the currently pending independent claims. The "user identification information" referred to in the claims is intended to include personal and demographic information. This can be seen with regard to base claim 1, for example, in the expression "the user identification information including personal and demographic information ... ." Likewise, such expressions were also intended for independent claims 27 and 33. However, a reading of the intended similar expressions in claims 27and 33 clearly evidences the informalities therein. Accordingly, correction of the same is being implemented with this filing.

According to the outstanding non-final Office Action, claims 1-42 stand rejected under 35 USC §103(a) as unpatentable over Ogasawara (USP 6,386,450) and Cerf et al (USP 6,418,138) and Ogasawara (USP 6,513,015) in view of Ollikainen et al (USP 6,377,981). As will be shown hereinbelow, the invention according to all of the currently pending claims could not have been achievable even over the combined teachings of the references, as applied in the outstanding

rejection. Therefore, this rejection is respectfully traversed and reconsideration and withdrawal of the same is respectfully requested.

According to the present invention, a LAN acquires demographic information of customers at a location having mobile terminals and who are requesting access to network services, wherein the mobile terminal users are reflecting the demographics of customers at the location of the LAN such as in a commercial establishment (e.g., see Fig. 3 which shows a coffee store establishment with a LAN for facilitating access to a global communication data network). In exchange of receiving demographic information, the LAN provides the mobile terminal an access to the network services. Advertisers can use the demographic information to provide targeted advertising to all customers based on the assumption that at a particular social environment, similar types of people tend to form groups. (Page 10, line 19, to page 11, line 17, of the Specification.) The advertising is displayed thereat for all persons including the wireless users provided with the access to the global communication data network, through the LAN, and other persons at that location not accessing the global communication data network. Thus, in the most general form, the demographic information is acquired from customers requesting network services at a LAN location, and targeted advertising is provided and displayed at that location on the basis of the acquired demographic information. The user does not pay for access to the network but, rather, access to the global network is subsidized by local display advertising, viewable by multiple users at a LAN location. For example, commercial advertising information from a contracting advertising server of

that store, although not limited thereto, may send selected advertisements to suit the demographics of the mobile terminal users at that store which may typify other customers at the store. The advertisements may also be displayed on the same display as the checkout queue, or on one or more different displays in a store so that all customers are able to view the advertisements while in the store.

As to independent claims 1, 18, 27, 33 and 39, the combined teachings of the cited references, it is submitted, would not have led one of ordinary skill to achieve the invention set forth therein which calls for the combined featured aspects in each of these claims of, *inter alia*, detecting the presence of a local area network by at least one mobile device at a LAN location, the detected LAN providing wireless network access to a global communication network; providing wireless network access to a global communication data network through a gateway of the LAN to the at least one mobile device in response to receiving the demographic information about a user; receiving commercial messages from the advertising server, the commercial messages being selected based on the forwarded demographic information of each of the users provided with the access to the global communication data network through the LAN; displaying the received commercial messages on at least one display of the LAN location for viewing by all persons of the LAN location including the users provided with the access to the global communication data network through the LAN and other persons not accessing the global communication data network; the access to the global communication data network being free to the public due to the displaying of the commercial messages

on at least one display, or placing the customer identification information for the customer into a queue, the queue identifying customers ready to purchase items selected by each customer, the customer identification information being placed on the queue in a chronological order, the contents of the queue being displayed at the commercial establishment for viewing by all persons thereat.

It is asserted that Ogasawara ('450) discloses detecting the presence of a local area network in the Abstract, column 1, lines 12-17, and column 3, lines 42-52 (column 5, lines 47-67, and column 6, lines 1-15, were particularly noted as a showing of a LAN that can be connected to the mobile terminal). However, these descriptive portions in Ogasawara ('450) merely disclose that the electronic personal shopping system taught by Ogasawara is for locating a customer's position within a shopping store and displaying product and local information on a customer-operated mobile terminal, based on the customer's position within the store, and that the displayed product and location information may be based on the customer's personal profile stored on a customer ID card. None of these descriptive portions, it is submitted, teach a scheme which calls for detecting the presence of a local area network by one or more mobile devices at a LAN location and for the LAN to provide wireless access of a user terminal to a global communication data network, such as recited in the present claims. That is, the referred to local area network at the retail facility according to Ogasawara ('450) is not for detecting the presence of a local network by at least one mobile device, where the local area network provides wireless network access to a global communication data network. In other words,

Ogasawara ('450) neither disclosed nor suggested anything related to a global communication data network or a local area network providing wireless access of a global communication network to a mobile device user in a store, such as set forth in claims 1+, 18+, 27+, 33+ and 39+ of the present application.

It is admitted in the rejection (see page 3, line 5 *et seq.* in the detailed action), Ogasawara ('450) neither disclosed nor suggested other ones of the claimed limitations, described above and specifically set forth in the claims. It is further asserted, in the rejection, that Ogasawara ('015) features a ID card scheme which is used in customer assistance and which is able to develop and display various personalized assistance recommendations based on an analysis of demographic information and mobile terminals. In this regard, the Abstract; column 3, lines 50-67; column 4, lines 1-33 and column 5, line 17-37 in Ogasawara ('015) are referred to in the rejection. However, these portions of Ogasawara's ('015) disclosure merely call for the taking of a visual image of a customer as he enters a business establishment and a customer's identification number is obtained from the customer identification card that includes demographic information whereby this information is forwarded to the commercial establishment staff allowing customer recognition. Such customer information may be used to develop and display personalized assistance, recommendations or promotional item recommendations. It is submitted, however, this does not mean access is provided to a global communication data network through a gateway of a LAN to at least one mobile device in response to receiving the demographic information about the user of the mobile device, such as

called for in claims 1+, 27+ , 33+ and 39+. Also, Ogasawara ('015) failed to teach a scheme as that set forth in claims 18+, which calls for the hub (operatively connected to a global data communication network through a gateway) to provide public wireless access to the global communication data network by allowing mobile devices in proximity to the system access to the LAN and the hub, the access to the global communication data network being free to the public due to the displaying of the commercial messages (from an advertising server) on at least one display.

Ogasawara ('015), it is submitted, does not disclose or suggest requesting user identification from a mobile device where the identification includes both personal and demographic information about a mobile device user, or providing access to a global communication data network through a gateway of a LAN to the mobile device in response to receiving the demographic information about the user. In fact, Ogasawara's ('015) disclosure, it is submitted, has nothing to do with a mobile device of a user or providing connection to a global network at a LAN location on the basis of receiving information about the user of a mobile device, such as presently set forth in the claims.

Cerf et al discloses a wireless radio communication network concerned with the movement of packets of information (in the network) and how mobile units inform each other to become members of the multicast group. In accordance with Cerf et al, the proxy server provides connection, validation and authorization before a connection can be made to the network. However, Cert et al failed to teach at least that featured aspect of the invention which calls for providing access to the global

data communication network in exchange of receiving demographic information about a mobile device user (who is connected wirelessly) to a local area network. That is, Cerf et al failed to teach a scheme which responds to and employs the demographic information of the mobile device user. The same is the case, also, for Ollikainen et al.

In fact, even from the combined teachings of Ogasawara ('450) and ('015) and Cerf et al, one of ordinary skill would still not have schemed providing access to the global communication data network through a gateway of the LAN to one or more mobile devices thereat in response to receiving demographic information about a mobile device user, such as called for in the claims. In this regard, as noted earlier, Cerf et al merely disclose the proxy server conversion of unicast data packets from the network to multicast data packets to be sent to the mobile units and how mobile units inform each other to become members of the multicast group. Cerf et al, it is submitted, neither disclosed nor suggested providing access to the internet in exchange of receiving user information, via the LAN. Ogasawara ('450) and ('015), on the other hand, merely teach customer recognition information but not using it in exchange for providing access to the internet. This is also supported from the Examiner's highlighted statement on page 4, line 16 et seq in the detailed action.

A further aspect of the invention, such as set forth in claim 1+, 27+, 33+ and 39+, calls for providing access to the global communication data network through a gateway of the LAN to the at least one mobile device in response to receiving the demographic information about the user. Such, it is submitted, was not realizable

even over the combined teachings of all four cited references. As mentioned above, neither Cerf et al nor Ollikainen et al disclosed or suggested anything relating to the gathering/movement of demographic information. Also, Ogasawara ('450 and '015) did not even consider providing access to a global data communication network such as in exchange for receiving demographic information about a wireless device user connected to a local area network.

It is emphasized, the "commercial messages" according to the present invention are selected based on the demographic information of the mobile device users, at the location of the LAN, provided with access to the global data communication network. Ollikainen et al, also, is not only silent on this aspect of the invention calling for the selection of commercial messages based on a demographic information of the wireless users at the location of the LAN but, also, is silent even regarding the set forth "demographic information."

From the above discussion, Ogasawara ('450 and '015) and Cerf et al, combinedly, failed at least to teach anything relating to the display of received commercial messages on one or more displays for viewing by users with access to the global communication data network and, also, to other individuals who are present at the location of the LAN.

Ollikainen et al, according to the rejection, teaches providing received information to a television through a pass-through interface. Although it can be said that the viewability of received information at a television, arguably, has some relation to the display feature associated with the above referred to aspect of the

present invention, Ollikainen et al, it is submitted, is silent regarding providing the received information to other persons at the location of the LAN. This is because the television interface effected according to Ollikainen et al acts as one possible output interface for the personal computer users.

For at least the above reasons, even the combined teachings of the four(4) cited references would not have led to the present invention such as called for in claims 1+, 18+, 27+, 33+ and 39+. Regarding the cited references, there is no apparent reason of why one of ordinary skill in the art would have combined their teachings and effected modifications in a manner that would have led to the present invention. For example, both Ogasawara references disclose electronic and personal shopping schemes in which the customers are either provided location information regarding recommended items of purchase, based on the customers individual profiles, or are provided with a personal service by store employees/clerks on the basis of the store making an identification of the customer such as by taking a TV image of the customer entering the store and reading customer ID and providing access to that customer's records to the store clerks using the information. Moreover, Cerf et al discloses a proxy gateway between a packet switched network and a mobile wireless network capable of converting unicast data received from the packet switched network to multicast data transmitted to terminals in the mobile wireless network. Noting these differences, one of ordinary skill, it is submitted, would not have been led to combine the teachings of the Ogasawara references and Cert et al. Moreover, even when considering, also, Ollikainen's disclosure, one of

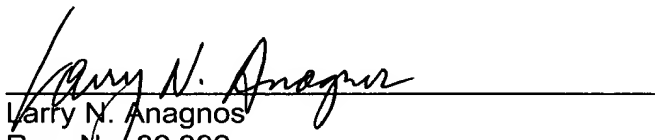
ordinary skill would still not have been led to modify Ogasawara and Cerf et al in a manner that would have led to achieving the present invention. For at least the above reasons, the invention according to claims 1, 18, 27, 33 and 39 and according to their corresponding dependent claims thereof could not have been rendered obvious over the combination of references as applied in the outstanding rejection thereto.

Therefore, in view of the above responsive remarks, reconsideration and withdrawal of the outstanding rejection as well as favorable action on all of the pending claims, i.e., claims 1-42, and an early formal notification of allowability of the above-identified application, is respectfully requested.

If the Examiner deems that questions and/or issues still remain which would prevent the present application from being allowed at the present time, he is urgently invited to telephone the undersigned representative, at the number indicated below, so that either a telephone or personal interview may be arranged at the Examiner's convenience in order to discuss the same and hopefully resolve any remaining questions/issues present.

To the extent necessary, Applicants petition for an extension of time under 37 CFR 1.136. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, or credit any overpayment of fees, to the deposit account of Antonelli, Terry, Stout & Kraus, LLP, Deposit Account No. 01-2135 (Dkt. 0171.38896X00).

Respectfully submitted,
ANTONELLI, TERRY, STOUT & KRAUS, LLP



Larry N. Anagnos
Reg. No. 32,392

LNA/dks
(703) 312-6600
N:\0171\38896X00\AMD\BB2880.DOC